

AMENDMENT TO THE ABSTRACT OF DISCLOSURE:

Please amend the Abstract of Disclosure to read as follows:

--A Web-based electronic commerce (EC) enabled shopping network allowing members of a consumer product management team and authorized parties to communicate directly with consumers shopping at EC-enabled WWW-sites along the World Wide Web (WWW), serviced by programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by product management team members and authorized parties. Each MMVK is implemented using (i) a computer-executable server-side component stored on a first Internet-enabled information server and including code specifying a unique product number assigned to said consumer product, and (ii) a MMVK tag that references the computer-executable server-side component and is embeddable within the HTML-encoded pages of EC-enabled Websites. When generated by the first Internet-enabled information server, each MMVK has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes. A second Internet-enabled information server stores and serves a library of MMVK tags on the WWW, for downloading by product team management members and installation on the EC-enabled Websites. Upon the Web-browser of each consumer encountering an installed MMVK tag along an EC-enabled Website, the corresponding server-side driven MMVK is automatically generated by the first Internet-enabled information server and served to the Web browser for display and review by the consumer. --